

CITY OF CORVALLIS
IMAGINE CORVALLIS STEERING COMMITTEE MINUTES
March 17, 2016

Present

Councilor York
Councilor Glassmire
Jennifer Moore
Jonathan Kurten
Skip Rung
Karisa Boyce
Ann Mbacke
Deborah Rose
Laura Lahm-Evenson
Jacque Schreck
Stacey Mellem

Absent

Councilor Brauner
Cooper Whitman
Brenda Downum-van Develder
Larry Roper
Annabelle Jaramillo
Terri Valiant
Dan Brown
Susan Capalbo
Kerstin Colon

Staff/Consultants

Mark Shepard, City Manager
Kent CD Interim Director
Kevin Young, Planning Manager
Sarah Johnson, Senior Planner
Claire Pate, Recorder
Steven Ames, HDR
Cassie Davis, HDR

SUMMARY OF DISCUSSION

Agenda Item	Information Only	Actions/Recommendations
II. Timeline and Work Plan Review	x	
III. Follow up from Last Meeting	x	
IV. Vision Workshops Updates	x	
V. Outreach Activities	x	
VI. Activities Discussion and Assignments	x	
VII. Vision Drafting Preparation and Metrics Development	x	
VIII. Next Steps and Group Discussion	x	
IX. Community Comment/Wrap Up	x	
Adjourn		Adjourned at 6 p.m.

CONTENT OF DISCUSSION:

I. WELCOME/ INTRODUCTIONS AND AGENDA REVIEW

Councilor York welcomed the members to the Imagine Corvallis 2040 Steering Committee (ICSC), and introductions were made all around. She thanked everyone for their help with the workshops, and reminded everyone that the last one was coming up on Saturday.

II. TIMELINE AND WORK PLAN REVIEW AND DISCUSSION

Cassie Davis asked if there were any changes to meeting notes or to the agenda. Seeing none, she again reviewed the timeline for the IC 2040 process, noting accomplishments to date and reminding everyone that April was the month to close the gaps with reaching out to groups they might not have reached. In May, the ICSC will come together and begin drafting the vision, which will then be followed with a second round of seeking community comment.

She opened the discussion up to comments about the process, and the following summarizes some of the member comments, questions and responses.

- There should be some exercises to stimulate thinking outside of the box, and to discuss future opportunities and threats.
- The vision needs to be aspirational, and a bit of a stretch. There needs to be more opportunity for creative, “crazy” thinking. **(Response: *There was a desire not to make the workshops too intimidating for some folks, but now we will work on building in to the process opportunities for more creative, futuristic visioning.*)**
- Provide us with some examples of visions that worked and some that did not. This could help guide the process. **(Response: *we have examples of both.*)**
- Similarly, provide us with models of action plans to look at as we begin the process of developing actions.
- It would be helpful to look back at the 2020 Vision Plan and review status of achieving that vision. **(Response: *there were no actions or metrics built in to that vision plan making it difficult to measure success; however City Council had done a review a few years back and this could be shared with the group.*)**
- There is a need to get more kids involved in the process.

III. VISION WORKSHOPS UPDATE

Davis gave a brief wrap up of the two workshops already conducted, and then opened it up for more comments and impressions from those who had participated. She said that the workshops had averaged 100 participants, and she shared some of the more popular vision elements expressed for each of the focus areas covered:

- Engage/Support – vision elements that surfaced include an engaging and inclusive community; and an affordable and sustainable community.
- Innovate/Prosper – vision elements that surfaced include affordable/adequate housing; maintain small town charm; and services to support important aspects of life, such as housing, jobs, recreation, etc.
- Create/Celebrate – vision elements that surfaced include pride of place (conserve, protect and celebrate our environment); center of intellectual productivity (scientific, cultural, innovative – protect and promote).
- Learn/Thrive – vision elements that surfaced include stable funding source to support learning opportunities; safe, healthy community; accessibility of educational

opportunities; equitable living opportunities – affordable housing, healthy food, economic development.

She then asked for SC members' impressions and comments:

- There was a broad spectrum of folks taking part. There were lots of positive comments and feedback about the process.
- At one participant's table there had been a mix of ages, and it was interesting to see that they agreed on some aspects – they had a shared vision.
- Another participant sat at a table with some folks he expected to disagree with, but there was more agreement than he anticipated. Not all of the comments were put on the flipchart to present to the whole group. He hoped that all of the comments were preserved from the individual sheets.
- It was nice to see the Mayor in attendance, as well as Police Chief Sassaman.
- Nice to see a mixed crowd of people.
- Translation services made a difference for those who needed them. People were glad to be included and engaged.
- There were some complaints from the second workshop about too much introduction, and too much talk. People wanted to jump into the visioning.
- People are hesitant to be scribes. It would be helpful to have someone at each table who has some experience with the process and can offer to serve as scribe.
- Another concern expressed was the desire to be able to address both focus areas, not just one. **(Response: participants can be encouraged to take the on-line survey relating to the other focus areas.)**
- Some people wanted to know if the "Snapshots" data was reflective of both the transitory student population and year-round residents, or just year-round residents.
- Some commented on the lack of creativity in the exercise.
- The groups at the "create and celebrate" focus area tables seemed to be bringing in lots of creativity and did not seem limited by topic.
- It is important to pay attention to creation of a shared vocabulary. A glossary of terms would be nice. **(Response: It is a good suggestion, and project team will work on one.)**
- It's also good not to use acronyms.
- Faculty Senate should be added as a group to contact.

Davis reminded all that the last workshop would be on Saturday, and members were encouraged to get the word out, especially to the younger crowd and students.

IV. LATE MARCH/APRIL/MAY OUTREACH ACTIVITIES

Davis said that the month of April would be used for going out into the community and connecting with groups, giving presentations, holding mini workshops, or just encouraging community members to take the survey on line. Steering Committee members got together with their assigned focus group to brainstorm what were the most important contacts to make to get good input for that focus area, especially from voices that have not been heard. Given that there are limited resources and time, it would be important to prioritize. The understanding is that they – the Steering Committee members - would personally make or arrange for those contacts and outreach activities, or would let Sarah Johnson, Penny York, or Cassie Davis know that they needed help.

The survey will be on line on the website right after the last workshops. If Steering Committee members find that doing a “workshop in a box” exercise is too time consuming, one could simply give an overview of the Corvallis 2040 Vision process and steer participants to the survey online. The survey will take from 5 – 20 minutes, depending on how much thought a respondent wishes to give it.

Johnson will have packets of materials to use for workshops or presentations available at her office in City Hall. The materials will also be accessible online on the City’s website at www.corvallisoregon.gov/visiongoal .

V. ACTIVITIES DISCUSSION AND ASSIGNMENTS

Ames encouraged each group to prioritize their activities. In response to another question, Davis said that the expectation is that the survey work will be wrapped up by the end of April. The intent is to get to the vision drafting discussion in May in order to stay on the timeline. However, the process is iterative and new information will continue to feed the vision and action planning process until the final draft.

VI. VISION DRAFTING PREPARATION AND METRICS DEVELOPMENT

In response to a question related to how all the data was being dealt with, Ames said that there is a unified database into which all data and responses are entered. They are using Survey Monkey for the on-line surveys, and it has gotten sophisticated enough now to perform qualitative data analytics within the program.

Ames reiterated that when they start the vision drafting session, he will ensure future trends and some futuristic thinking will be involved in the process. In terms of action plan models, they have lots and will be customizing one to fit the Corvallis community. He also suggested that the focus groups start thinking of projects that might be game changers in their focus area.

In terms of the visioning process, the input and pool of ideas that have been received will go to a citizens’ drafting committee for analysis to determine key themes. That committee would likely be the Steering Committee since the members have already been thinking about the focus areas and vision. This vision crafting will likely happen at the May meeting, which could go longer than usual. The drafted core concepts will then be taken out to the wider community for more feedback.

The development of indicators is where the process can get a little edgy, in that most communities do not take it this far. Portland State University’s Institute for Metropolitan Studies (IMS) has done a project like this for Portland, which can be visited on line. First, they will be looking at suggestions for what to track and monitor. This will be translated into a set of indicators (topic areas) and data sets (metrics). The IMS team will be looking for gaps; i.e. a lack of an indicator, or no available data for an indicator. Finally, we will look at how the more encompassing measures and indicators will be attached to the plan. There will be some metrics that connect to a lot of the different parts of the plan - a reflection of the interconnectedness.

VII. NEXT STEPS AND GROUP DISCUSSION

Councilor York reminded the focus group members to let Sarah Johnson or her know if they need help with making the outreach contacts in April. They were also reminded to reach out to other people in their spheres of interest who could take on some of the outreach work. There are flipcharts and easels available for use at activities and events, and packets of materials for workshops and presentations.

The following were some additional comments:

- When staffing a booth or a table at an event, it is nice to have something interactive to do.
- It would be nice to have good graphics for the final Imagine Corvallis 2040 Vision and Action Plan documents, similar to that which was done for the Corvallis 2020 Vision depicting the riverfront.
- Our population is kind of static. We should give consideration to who we want to attract if, indeed, we want growth.
- Being a university community, lots of the population is gone during the summer which should be factored into the process. Faculty members take off on vacation along with students being gone.

VIII. COMMUNITY COMMENT, QUESTIONS, MEETING WRAP UP

There was no community comment.

Assignments:

- Focus group members do outreach as prioritized for April.
- Contact Sarah Johnson or Penny York if help is needed.

IX. ADJOURN – 6pm